FIG.1

101 CUSTOMER DATA

102 DATA DEFINITION INFORMATION

103 CHARACTERISTIC RULE GENERATION PROCESSING UNIT

105 USER

104 CHARACTERISTIC RULE SETS

106 SEGMENT SELECTION UNIT

108 SELECTED SEGMENTS

109 SPECULATION MODEL GENERATION UNIT

107 SELECTED CUSTOMER LIST

111 SPECULATION PROCESSING UNIT

110 SPECULATION MODELS

112 SPECULATION RESULTS

MONTH	CUSTOMER ID	GENDER	AGE	· · ·	PROFIT AMOUNT	CANCELLED CUSTOMERS
	00001	M	27	· · · ·	32,000	0
	00002	F	22	· · ·	35,000	1
	00003	M	31	· · ·	27,000	0
3	:	:	:	:	:	:
	00001	M	27	· · · ·	34,000	
	00002	F	22	· · · ·	38,000	
	00003	M	31	· · · ·	28,000	
4	:	:	:	:	:	:
	00001	M	27	· · ·	36,000	
	00003	M	31	· · ·	29,000	
5	:	:	:	:	:	:

FIG.2

```
[USED DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS :
          GENDER, AGE, PROFIT AMOUNT,
          PRODUCT MODEL, RESIDENCE
CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]
GENDER :
          MALE
          FEMALE

AGE :
UNDER 20 : AGE < 20
20~24 : 19 < AGE < 25
25~29 : 24 < AGE < 30
30~34 : 29 < AGE < 35
OVER 35 : 34 < AGE
```

FIG.3

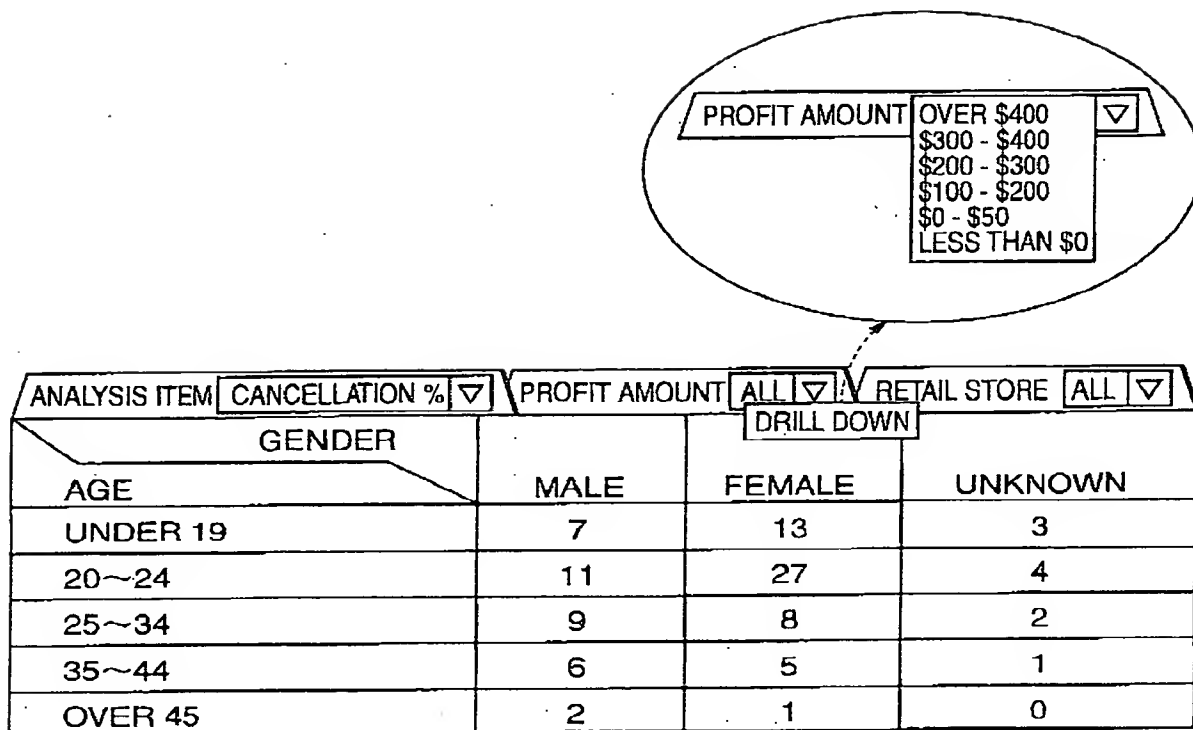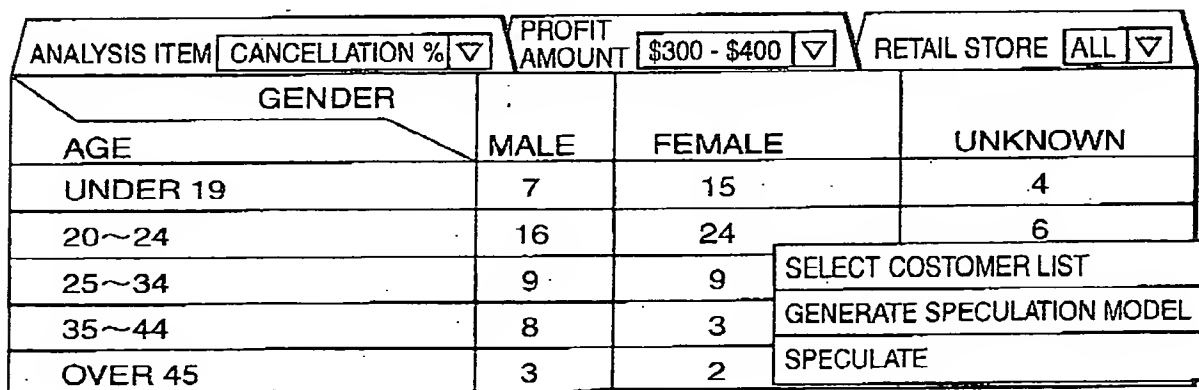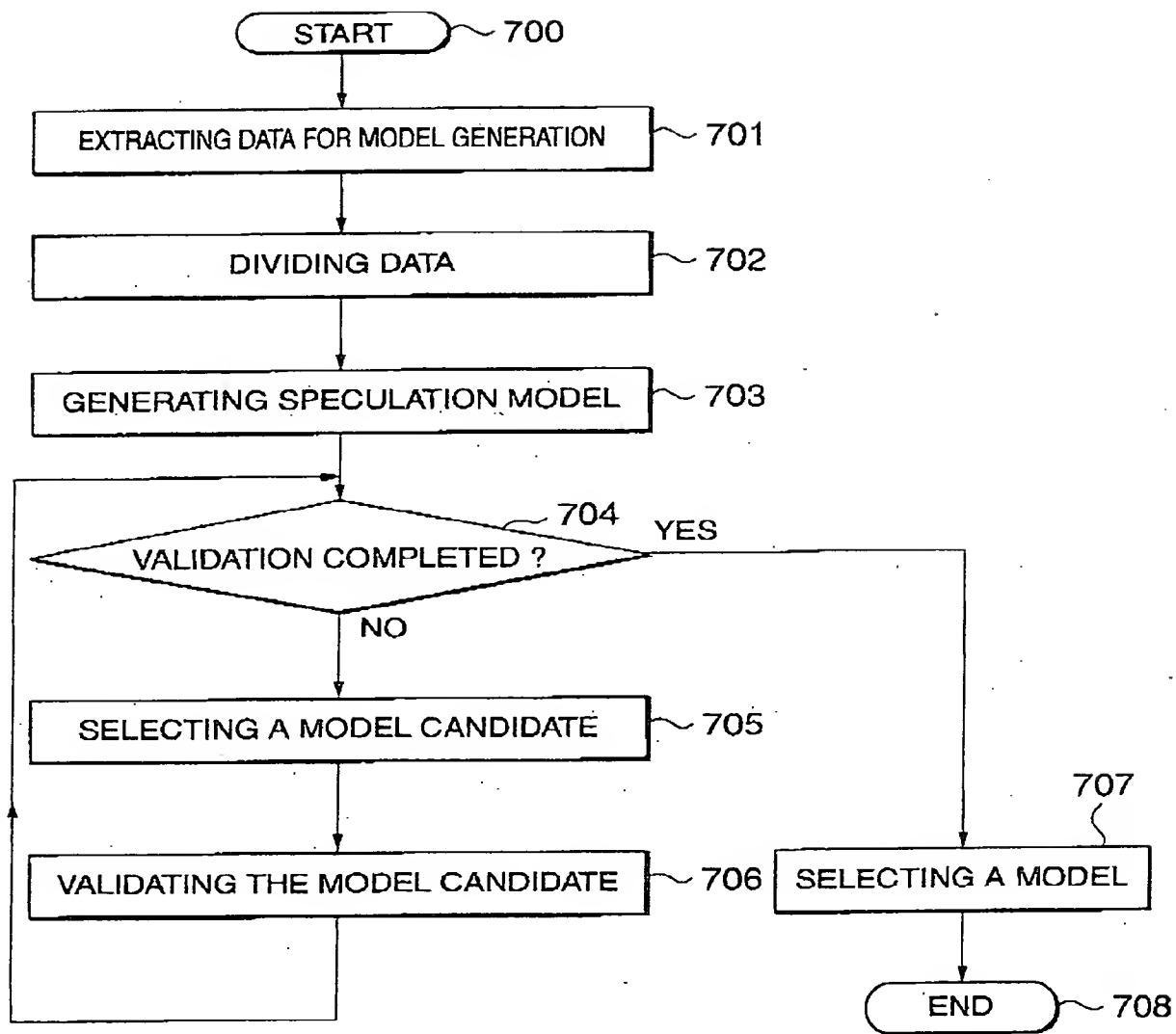| NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

PROFIT AMOUNT | OVER $400 ▽
$300 - $400
$200 - $300
$100 - $200
$0 - $50
LESS THAN $0

ANALYSIS ITEM CANCELLATION % ▽	PROFIT AMOUNT ALL ▽	RETAIL STORE ALL ▽	
		DRILL DOWN	

GENDER AGE	MALE	FEMALE	UNKNOWN
UNDER 19	7	13	3
20~24	11	27	4
25~34	9	8	2
35~44	6	5	1
OVER 45	2	1	0

FIG.5

ANALYSIS ITEM CANCELLATION % ▽	PROFIT AMOUNT $300 - $400 ▽	RETAIL STORE ALL ▽

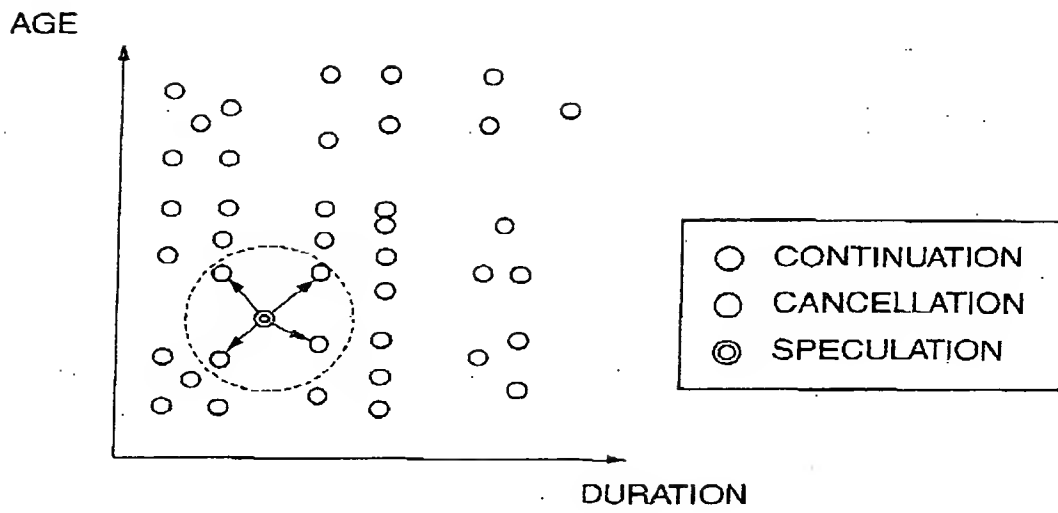| GENDER AGE	MALE	FEMALE	UNKNOWN
UNDER 19	7	15	4
20~24	16	24	6
25~34	9	9	SELECT COSTOMER LIST
35~44	8	3	GENERATE SPECULATION MODEL
OVER 45	3	2	SPECULATE

FIG.6

FIG.7

FIG.8

```
[DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT,
                  CANCELLATION, RESIDENCE
CONCLUSION ITEMS :


[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT =$300 - $400
```

FIG.9

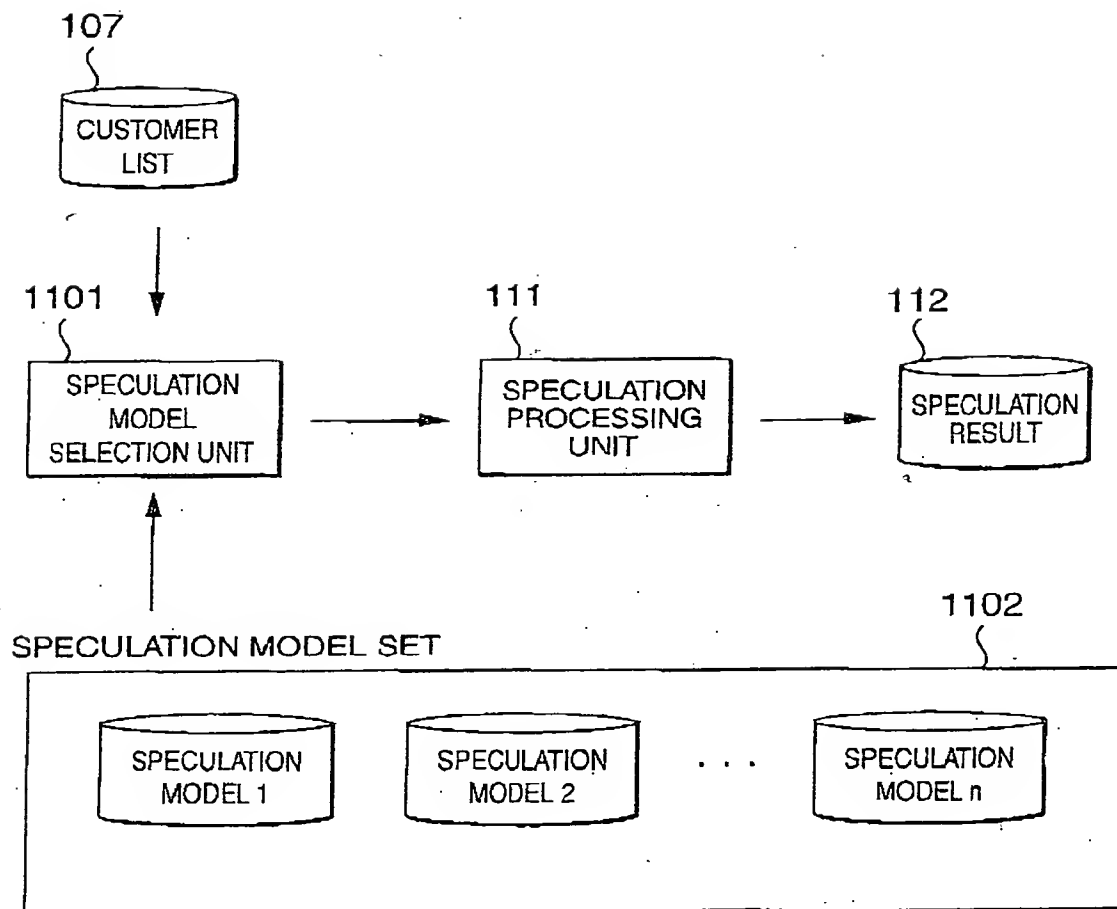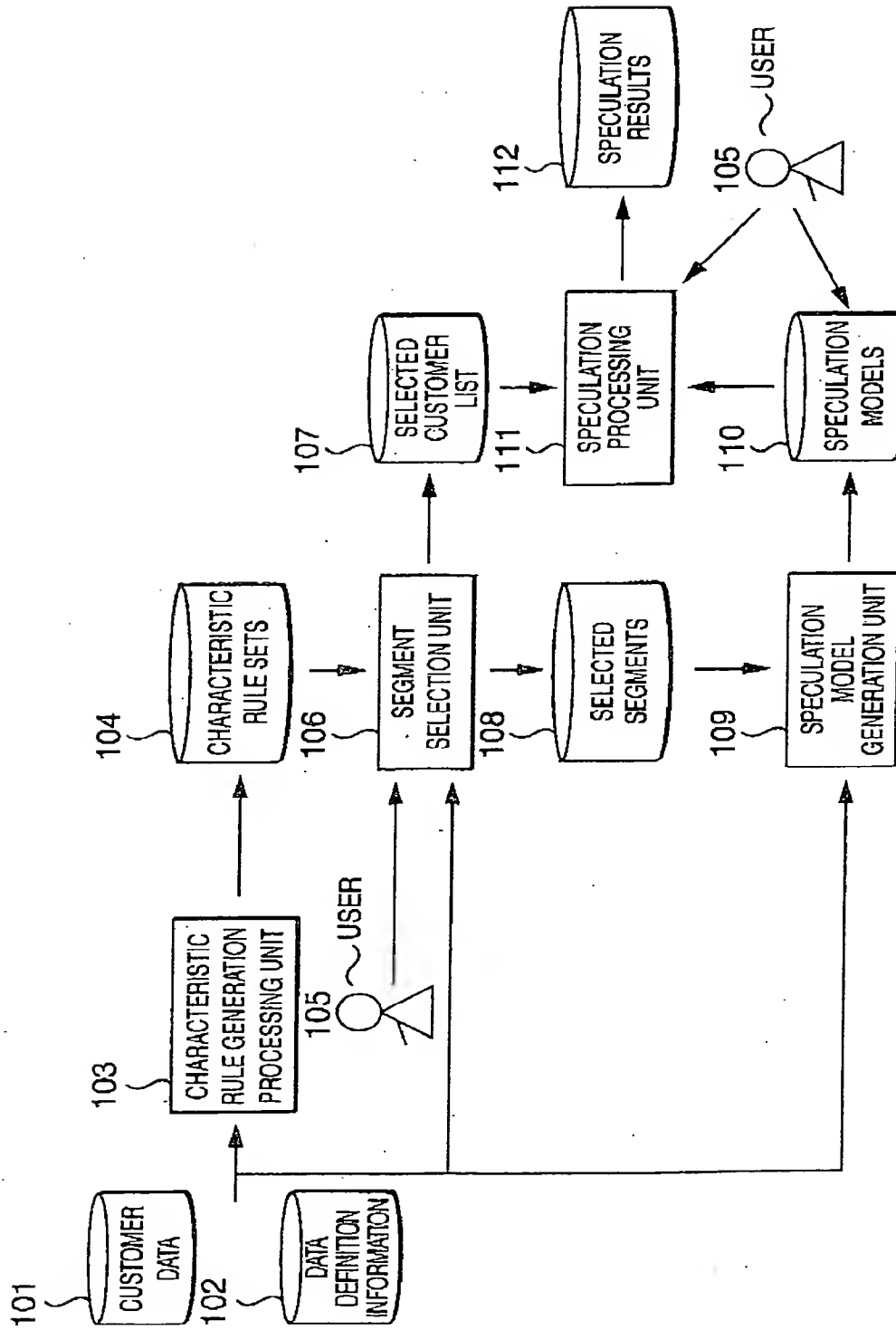| CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	. . .
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	21	$320	. . .
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	22	$350	. . .
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =$300 - $400	20	$330	. . .
⋮					

FIG.10

FIG.11

FIG.12